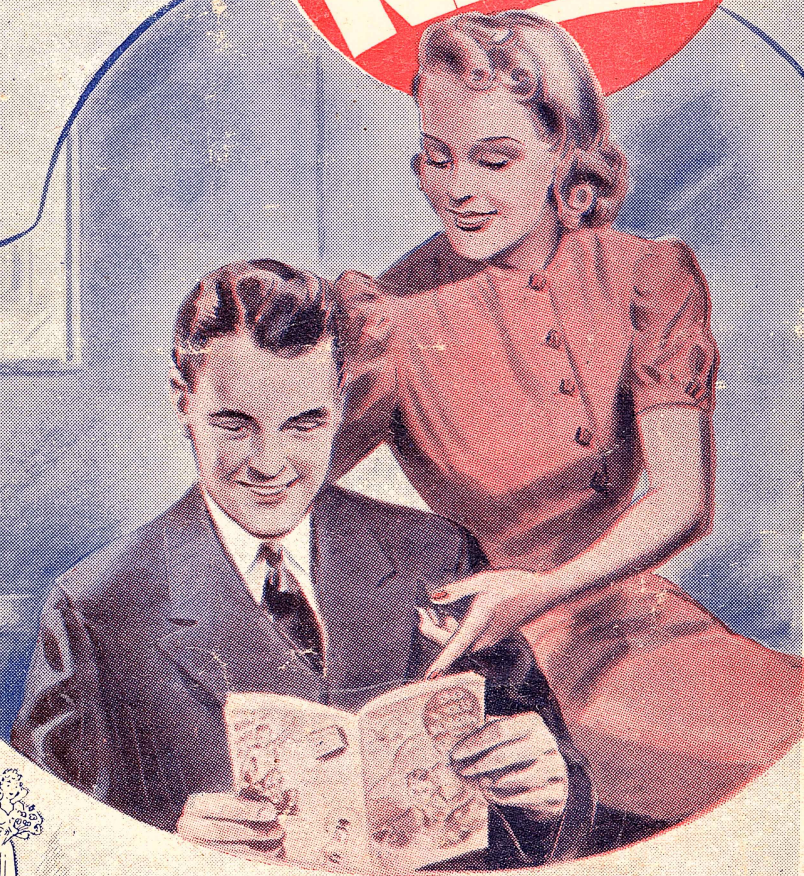


DO YOU KNOW





Children thrive ON Lane's EMULSION

All children need a protective food-medicine to fortify them against infectious and chance disease.

Lane's Emulsion is designed to build strength and protection. It is composed of valuable health-building ingredients—Cod Liver Oil, with its vitamins, iodine, and other natural properties—Creasote, the enemy of all germ life—Lime and Soda, for teeth and bones. All emulsified and made palatable with Fresh Eggs, and combined by Lane's Special Formula.

An unbeatable combination and the greatest known medicine for children—for youth—for adults—for the aged.

**TAKE NONE BUT LANE'S
IT'S FAMOUS
BECAUSE IT'S GOOD**

Page Two

These Grateful Parents write from Experience

RAPID RECOVERY FROM COLDS.

I feel I must write and tell you the benefit the children have derived from Lane's Emulsion this Winter. It has been a severe Winter and colds have been prevalent and very difficult to shake off. However, after trying Lane's Emulsion they made a rapid recovery and I am continuing to give it to them as a tonic.

—M. Compton (Methven).

AFTER COUGH MIXTURES HAD FAILED.

Some little time ago my boy, who is a little over four years of age, had a very severe cold which he could not shake off. After trying several different cough mixtures which had no result, I was advised to try Lane's Emulsion.

After taking one large bottle his cold was completely gone, and, not only did it cure his cold but also seemed to set him up for the winter. Naturally, I now always keep a bottle in the house, and have no hesitation in recommending it to my friends. I cannot let this opportunity pass without letting you know of the good results.

—From Dunedin.

**LANE'S EMULSION
IS RICHEST
IN VITAMINS**

DO YOU KNOW NEW ZEALAND?

Try these Questions on Your Family and Friends . .



Q.—Which is the larger—the North or South Island?

A.—The South Island. (58,092 sq. miles against 44,281 sq. miles.)

Q.—How long and wide is New Zealand?

A.—Just over a thousand miles long; about 280 miles wide at the most.

Q.—What is New Zealand's highest peak?

A.—Mount Cook (12,349 feet). Seventeen peaks in the Southern Alps exceed 10,000 ft. The highest Nth. Is. peak is Ruapehu, 9,175 ft.

Q.—What is the largest glacier?

A.—The Tasman, 18 miles by $1\frac{3}{4}$ miles.

Q.—How long are New Zealand's six biggest rivers?

A.—Waikato, 220 miles; Clutha, 210; Wanganui, 140; Waitaki, 135; Taieri, 125; Clarence, 125.

Q.—Which are the largest lakes?

A.—Taupo (North Island) covers 238 sq. miles, Te Anau comes next (132 sq. miles), and Wakatipu third (112 sq. miles).

Q.—How many introduced plants have become established in New Zealand?

A.—About 600 species.

Q.—How many people have been killed through earthquakes in New Zealand?

A.—Between 1848 and 1935, the number of deaths directly or indirectly due to earthquakes was 284. Of these, 255 were due to the Hawke's Bay 'quake in 1931.

Q.—Which are the driest and wettest areas in New Zealand?

A.—In a recent year, the rainfall varied from 13 ins. at Galloway in Central Otago, to over 200 ins. in parts of the Southern Alps and on Mt. Egmont.

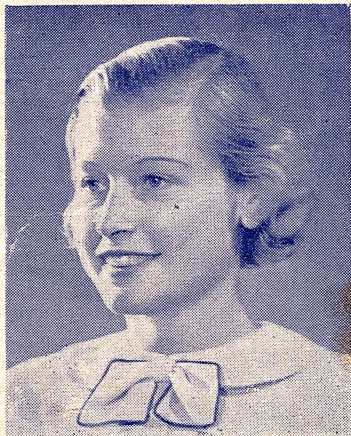
Q.—What is the best-known family medicine in New Zealand?

A.—Lane's Emulsion—"it's famous because it's good."

New Health for Young Women



Girls and young women lead strenuous lives nowadays. Overstrain, physically or mentally, lowers their resistance to disease, especially as modern diet and modern ways of living tend to lessen stamina and reduce vitality.



LANE'S EMULSION makes up the deficiency, for it is rich in vitamins and the concentrated protective food-elements found in Cod Liver Oil—Creasote—Fresh Eggs—and Hypophosphites of Lime and Soda. All combined by **Lane's Special Formula** to form a pleasant and easily digested emulsion.

No wonder Lane's is so popular, and so successful as a **Health-builder**—so good for Babies, for Children, for Adults of all ages!

It does most good because it contains the most good.



LANE'S Protects Against Winter Ills!

Read the following letter received from a lady in Australia:—

I feel that in justice to your wonderful remedy for coughs and colds, Lane's Emulsion, that I should write you a few lines to let you know what it has done for me.

I came down from Queensland early last year completely run down and with a terrible hacking cough. I could not rest or sleep for it day or night the cough was that bad. I tried many so-called remedies. Then my auntie read an advertisement in the paper claiming what Lane's Emulsion had done for another person. So she got a bottle. After I had nearly finished it I began to feel the relief. Now I have taken five bottles and am feeling wonderful. Our neighbours round about all thought I was or had developed T.B. So thanks to your wonderful remedy I can sleep all night through without a cough. You may use this little note if you wish for the benefit of others.

A.T.A. (New South Wales).





What Do You Know ?

(Answers on page 14.)

1. The floral decorations in the church at a wedding should be paid for by :

- (a) the parents of the bride,
- (b) the bridegroom,
- (c) the parents of the bridegroom,
- (d) the best man.

2. Before she became Duchess of Kent, Princess Marina was correctly styled :

- (a) Princess of Hungary,
- (b) Princess of Greece and Denmark,
- (c) Princess of Greece,
- (d) Princess of the Aegean Islands.

3. Brass is an alloy of :

- (a) tin and copper,
- (b) copper and zinc,
- (c) tin and zinc,
- (d) pewter and copper.

4. Vanilla is a flavouring extracted from :

- (a) the fruit of a tropical plant,
- (b) the leaves of a tropical tree,
- (c) the trunk of a tropical tree,
- (d) the stem of an Indian plant.

5. If you were stung by a bee, you would first remove the sting. Then you would bathe the place with :

- (a) milk and water,
- (b) a solution of weak ammonia,
- (c) a solution of kitchen salt and warm water,
- (d) cold tea.

6. Coney fur is :

- (a) dyed skunk, (c) Russian bear,
- (b) rabbit skin, (d) elk.

7. A full-sized lawn tennis court measures :

- (a) 70 feet by 38 feet,
- (b) 75 feet by 35 feet,
- (c) 78 feet by 36 feet,
- (d) 50 feet by 60 feet.

8. Oysters should be eaten with :

- (a) a fish fork,
- (b) a spoon,
- (d) a small silver fork.
- (c) the fingers,

9. Which one of these novelists is a woman :

- (a) H. C. Bailey,
- (b) Storm Jameson
- (c) Eden Phillpotts,
- (d) George A. Birmingham.

10. Currants originally came from :

- (a) Constantinople, (c) Corinth,
- (b) Carthage, (d) Corsica.

11. Who sends out the wedding invitations :

- (a) the parents of the bridegroom-to-be,
- (b) the parents of the bride-to-be,
- (c) the best man,
- (d) the bride-to-be.

12. With what famous persons of fact or fiction were these associated ?

- (a) Boswell,
- (b) Dr. Watson,
- (c) Friday,
- (d) Sancho Panza,
- (e) Horatio.

13. One of the greatest names in the history of sport in New Zealand is Anthony Wilding, who was a champion in the game of :

- (a) Football, (d) Swimming,
- (b) Cricket, (e) Rowing,
- (c) Tennis, (f) Cycling.

14. The bones in your body number about :

- 1,000. 520. 400. 321. 200. 78.

15. Can you link up these coins with the countries where they are used ?

- | | |
|---------|------------|
| Kroner | Greece |
| Dinar | Denmark |
| Pengo | Portugal |
| Escudo | Hungary |
| Drachma | Yugoslavia |



Do You Know
these

FACTS ABOUT FOOD

The basic principle of correct feeding is relatively simple. What the housewife should aim to supply her family is a "balanced diet"—that is, one that contains all the food elements needed every day.

A well-balanced daily diet for healthy people should include a plentiful supply of "Protective Foods"—milk and other dairy products, fresh vegetables and fruits. These are necessary to maintain health and build resistance to disease—not simply "desirable extras." Your diet should also include "Building Foods," particularly meat, fish, cheese and poultry—necessary to make sturdy muscles. It should in addition contain daily servings of "Energy Foods"—sugar, bread, cereals and fats—which create power for work, play and all other activities of the body. All of the elements contained in such a

diet are important to protect health. Milk is particularly valuable. Wherever possible every child should have a quart and every adult a pint a day—as a beverage or used in other food.

Meals should be taken regularly and should not be hurried. If time is short, it is better to have a light snack eaten slowly, than a large meal swallowed quickly.

Regular eating habits are especially important for growing children.

An extra safeguard to health is provided in Lane's Emulsion. It is rich in the vitamins and protective elements that are absent from over-refined food. Do not think of Lane's as a medicine—it is a unique combination of Cod Liver Oil, Fresh Eggs, Hypophosphites of Lime and Soda, and other healthful constituents.

LANE'S IS BOTTLED SUNSHINE



ELDERLY PEOPLE

need

Lane's
EMULSION

To overcome BRONCHIAL COUGHS, and ward off 'FLU and WINTER ILLS

Elderly people will experience much relief and wonderful benefit by taking Lane's Emulsion occasionally or regularly. The unpleasant bronchial coughs to which they are often subject—especially in winter or during wet, cold weather—can best be overcome by the healing power of LANE'S.

Nature's own food medicine, Lane's Emulsion is the greatest body-builder and strengthener you can buy. It revitalises the whole system, fortifying it against the inroads of disease.

After 'Flu or any other illness, Lane's is invaluable as a quick restorative to health and robust strength.

WHY LANE'S IS THE ONE PERFECT EMULSION.

Because everything in Lane's comes direct from NATURE, and is compounded so as to give a HEALTH VALUE whose supremacy is acknowledged everywhere.

Contains not only finest COD LIVER OIL with its vitalising VITAMINS and its undiscovered therapeutic element (Therocal), but also CREASOTE, the great fragrant antiseptic.

Next come the Hypophosphites of lime and soda, emulsified and made easily digestible with Fresh Eggs.

* * * *

● "MADE A WONDERFUL DIFFERENCE."

Bronchitis Sufferer's Report.

I am writing this letter to let you know how wonderful we have found Lane's Emulsion. I had bronchitis and could not sleep at night, so husband brought home a large bottle of Lane's Emulsion and told me I had to take it steadily. This I did, and two other large bottles as well, and I must say it made a wonderful difference; it cured the cough and I was able to get my proper rest at night.

My husband is a great believer in Lane's Emulsion, and we recommend it to all our friends.

—Mrs. G. Johnstone.

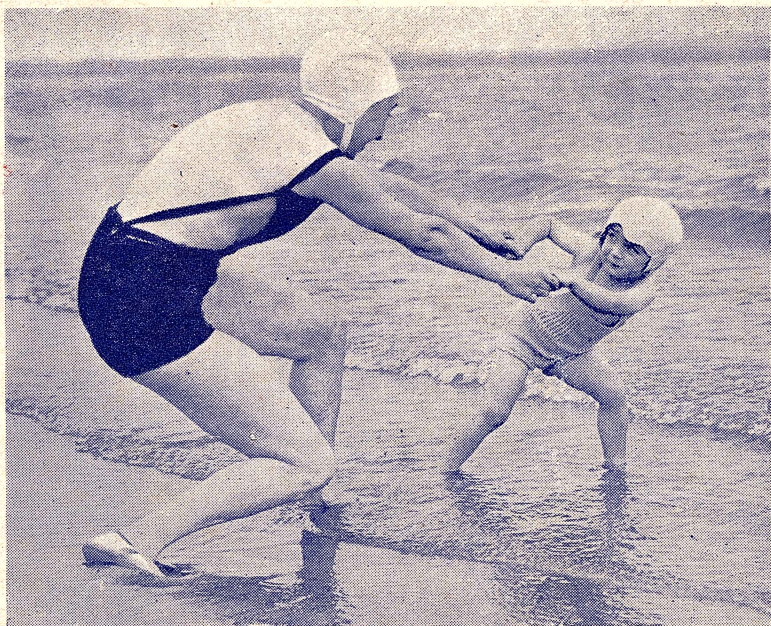
Bexley, N.S.W.

* * * *

It Brings NEW STRENGTH
to WEAK LUNGS

"A Power of Good"
for the Aged





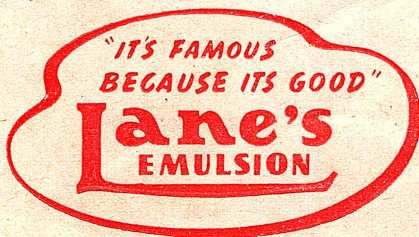
Storing up Health for 1960!

Play in the sunshine and open air—good food—plenty of sleep—those are the foundations of health in children.

As an added safeguard, give the little ones Lane's Emulsion regularly, especially in Winter. With its content of Cod Liver Oil, Fresh Eggs, Hypophosphites of Lime and other constituents, Lane's Emulsion contains a plentiful supply of the elements necessary for health and growth, as well as those which form good teeth and strong bones.

Lane's is the finest safeguard in the prevention of disease in children. It protects them from coughs, colds, whooping-cough, and the chance infections of childhood, because it is outstandingly rich in Vitamin A. Lane's Emulsion is Nature's own food-medicine and re-builder—and there is nothing else like it.

School children can be protected from weakening epidemics of their school days!



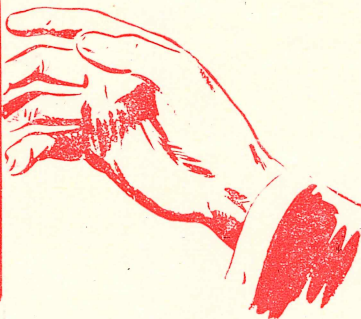
Sick, frail, puny babies can be transformed into bonny, healthy, and vigorous boys and girls!

What Do You Know ?

Outstanding Events in New Zealand History

1642. Discovery of New Zealand by Tasman.
1769. Captain Cook's first visit to New Zealand.
1792. First sealing gang left on New Zealand coast.
1814. Arrival of Rev. Samuel Marsden, and introduction of Christianity. Horses, cattle, sheep, and poultry first brought to New Zealand.
1820. Hongi's visit to England. First vessel entered Auckland Harbour.
- 1823-28. Jurisdiction of Courts of Justice in New South Wales extended to British subjects in New Zealand.
1825. First attempt at colonization, by an expedition under Captain Herd.
1831. Tory Channel whaling-station established. Application of thirteen chiefs for the protection of King William IV.
1833. Mr. Busby appointed British Resident at Bay of Islands.
1835. Declaration of independence of the whole of New Zealand as one nation, with title of "United Tribes of New Zealand."
1839. Governor of New South Wales authorized to include within the limits of that colony any territory that might be acquired in sovereignty by Her Majesty in New Zealand. Preliminary expedition of New Zealand Company under Colonel Wakefield arrived at Port Nicholson.
1840. Arrival of New Zealand Company's settlers at Port Nicholson. Treaty of Waitangi signed. British sovereignty proclaimed. Settlements formed at Petre (Wanganui) and Akaroa.
1841. Issue of charter of incorporation of New Zealand Company. New Zealand proclaimed independent of New South Wales. Arrival of New Plymouth settlers.
1842. Settlement founded at Nelson.
1843. Affray with Natives at the Wairau, and massacre of persons who had surrendered.
1844. Royal flagstaff at Kororareka cut down by Heke.
1845. Destruction of Kororareka by Heke.
1846. Arrival of first steam vessel (H.M.S. "Driver") in New Zealand waters. Native hostilities near Wellington. New Zealand divided into two provinces, New Munster and New Ulster, and representative institutions conferred.
1848. Otago founded.
1850. Surrender of New Zealand Company's charter, all its interests reverting to the Imperial Government. Canterbury founded.
1852. Discovery of gold at Coromandel. Constitution Act passed, granting representative institutions to New Zealand, and dividing country into six provinces.
1854. Opening at Auckland of first session of the General Assembly.
1855. First members elected to the House of Representatives under system of responsible Government.
1856. Appointment of first Ministry under system of responsible Government.
1861. Bank of New Zealand incorporated. Southland Province established. Gold discovered at Gabriel's Gully, Otago.
1862. First electric telegraph line opened — Christchurch Lyttelton.

REACH FOR Lane's EMULSION



at the first sign of a chill or a cold, or
when Lung Troubles threaten.

The healing, invigorating goodness of Lane's quickly enters the system bringing its revitalising elements to every part of the body, giving New Vigor and Sure Protection against the inroads of disease.

READ THESE EXPERIENCES! . . . LANE'S has benefited New Zealanders of all ages!

A WONDERFUL PREVENTIVE.

I have found your Emulsion a wonderful preventive of all winter ills. I give my four children a course of it and I do not have to worry about colds. Thanking you for this most reliable remedy.

—Mrs. S. R. Morris (Silverdale).

CURED COUGH AFTER "FLU."

The abominable Flu has been rampant here, and I am sorry to say I got it, and it did give me a shattering and left me with such a terrible cough. I tried several remedies with no improvement, then I thought of Lane's Emulsion and got a large bottle, and before I had finished it my cough had gone, and I am putting on weight and still taking Lane's.

—J. H. May (Hastings).

BETTER THAN ANYTHING ELSE.

I am writing you to say how much my little girl has benefited by your Emulsion. I always get a bottle at the signs of a cold, and I don't hesitate to say it is better than any medicine for coughs

and colds. It is a great pick-me-up in the winter months. I regularly give it to her, indeed she loves it. She was inclined to be a thin child, but she has filled out considerably since taking Lane's Emulsion.

—Mrs. J. Temple (Methven).

SERIOUS CONDITION OVERCOME.

I can honestly without fear of contradiction state that I have Lane's Emulsion to thank for my present good health, and I am sure, my life, too.

I was in a very low condition and spitting blood when as a last chance the doctor ordered me Lane's Emulsion. Since that day I have never looked back, and to-day, after only 10 weeks' course, my weight has risen from 9 stone to 11 stone 3 lbs. Previous to this lapse I had been in a sanatorium for 15 months, and altogether I have had tubercular trouble for over three years, but to-day after taking Lane's Emulsion I have no sputum and am feeling in the best of health.

—(Christchurch).

LANE'S IS "BOTTLED SUNSHINE!"

Page Ten

Outstanding Events (continued from page 9)

- 1864. Gold discovered on west coast of South Island.
- 1865. Seat of Government transferred to Wellington.
- 1866. Commencement of Panama steam mail service. Cook Strait submarine telegraph cable laid.
- 1867. Opening of Thames Goldfield. Lyttelton Tunnel completed. Admission of four Maori members to House of Representatives.
- 1869. Termination of Panama mail service. Visit of H.R.H. the Duke of Edinburgh. Government Life Insurance Office established.
- 1871. Commencement of railway construction under public works policy.
- 1873. Establishment of New Zealand Shipping Company.
- 1874. 31,774 assisted immigrants introduced. Westland Province established.
- 1875. Establishment of Union Steam Ship Company.
- 1876. New Zealand connected by cable with Australia. Abolition of Provinces Act came into operation.
- 1877. Education Act passed, providing for free and compulsory education.
- 1882. First shipment of frozen meat from New Zealand.
- 1886. Tarawera eruption, involving loss of 101 lives and destruction of Pink and White Terraces.
- 1888. British protectorate over Cook Islands proclaimed.
- 1890. First election of House of Representatives under one-man-one-vote principle.
- 1891. Inauguration of Liberal regime under Hon. John Ballance, succeeded on his death in 1893 by Mr. Seddon.
- 1893. Franchise extended to women.
- 1898. Old-age Pensions Act passed.
- 1899. Labour Day instituted.
- 1901. T.R.H. the Duke and Duchess of York visited New Zealand. Penny postage adopted by New Zealand. Cook and other Pacific islands annexed.
- 1906. Death of Rt. Hon. R. J. Seddon, Premier since 1893.
- 1907. New Zealand constituted a Dominion.
- 1911. Wireless telegraphy installed in New Zealand.
- 1914. Western Samoa occupied by New Zealand Advance Expeditionary Force. Main Expeditionary Force left for Egypt.
- 1915. New Zealand Expeditionary Force engaged in operations on Gallipoli Peninsula. National Cabinet formed.
- 1916. New Zealand Division transferred to western front.
- 1920. Visit of H.R.H. the Prince of Wales.
- 1927. Visit of T.R.H. the Duke and Duchess of York. Summer Time Act passed.
- 1931. Earthquake in Hawke's Bay, resulting in the loss of 255 lives.
- 1934. First official trans-Tasman air mail.
- 1935. Labour Government assumed office.
- 1936. Inauguration of inter-island trunk air services. Death of King George V.
- 1938. Labour Government re-elected.
- 1939. New Zealand declared war on Germany (September 4).

Another "OUTSTANDING EVENT" was the creation of
LANE'S EMULSION
 Generations of New Zealanders have found it
A VERITABLE LIFE-BUILDER!

LANE'S Brings Health



A Shield of VITAL STRENGTH for Young and Old

At every age depend
on Lane's for new
Health, Strength,
and Vitality . . .

Lane's

EMULSION



Home Hints

When beating eggs and sugar together for a sponge-cake whip them for the last three or four minutes over a saucepan of boiling water. Add flour quickly and lightly and the cake will be fluffy.

When washing a powder-puff add a few drops of glycerine to the hot soapy water. The dirt and grease will slip out without difficulty and the puff remain soft and fluffy.

Shortcake for biscuits, apple-cake, etc., can be rolled without breaking if it is placed between two pieces of floured lunch-wrap paper. The paper comes away quite easily and can be used again.

To quickly and easily clean a greasy oven sprinkle powdered lime over it freely and heat the oven well. When cool again, brush all over firmly; the grease will come away with the lime.

A glass jam-jar, brightly enamelled or lacquered, makes a capital holder for a ball of wool. The ball turns with ease and won't jump out. Such jars make attractive novelties for selling at fairs.

Avoid that annoying accident with a slippery draining-board by placing upon it a meshed dish-cloth. The plates and saucers will not then crash into the sink.

To turn a jelly out, warm the mould on the outside by dipping for a second in hot water or by placing a hot cloth around it. If the jelly should break in turning out, whip a little cream and heap over it.

**N.Z.-Made
and it makes
New Zealanders
sturdy!**

Lane's Emulsion is a New Zealand idea and product that New Zealanders may well be proud of!

For many years it has been a "household word" in town and country—an unrivalled builder of health and strength.

Young and old, in untold thousands, are reaping a harvest of health and happiness from a regular course of "Lane's."

It is particularly valuable in warding off infection—in protecting the body against chills during cold or changeable weather—it builds up new strength and vitality after sickness.

ALL BABIES AND CHILDREN NEED "LANE'S"

because of its precious "protective" ingredients, and its vitamin content—due to the Cod Liver Oil, Creasote, and Fresh Eggs from which it is compounded.

You get more good out of Lane's because there's more good put into it!

ADULTS AND THE AGED ALSO NEED "LANE'S."

Lane's Emulsion is prepared only by
THE LANE MEDICINE CO. LTD.,

**Oamaru, New Zealand,
and Melbourne, Australia.**

(E. G. LANE, Graduate Chemist.)

Answers to WHAT DO YOU KNOW?

on page 5

1. The parents of the bride.
2. Princess of Greece and Denmark.
3. Copper and zinc.
4. The fruit of a tropical plant.
5. A solution of weak ammonia.
6. Rabbit skin.
7. 78 feet by 36 feet.
8. A small silver fork.
9. Storm Jameson.
10. Corinth.
11. The parents of the bride-to-be.
12. (a) Dr. Johnson.
(b) Sherlock Holmes.
(c) Robinson Crusoe.
(d) Don Quixote.
(e) Hamlet.
13. Tennis.
14. 200.
15. Kroner—Denmark.
Dinar—Yugoslavia.
Pengo—Hungary.
Escudo—Portugal.
Drachma—Greece.

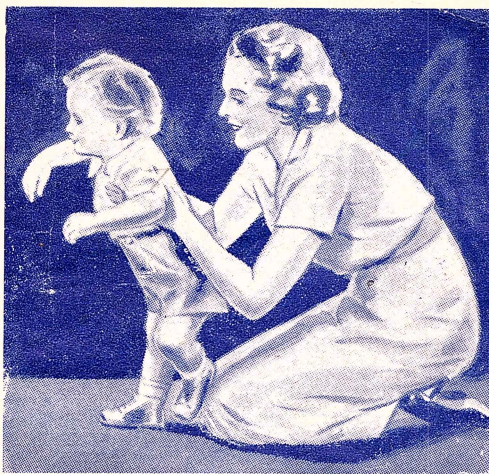
Do You Know these LETTERS OF DISTINCTION?

- D.S.O.—Companion of the Distinguished Service Order.
- D.C.M.—Distinguished Conduct Medal.
- M.C.—Military Cross.
- D.S.C.—Distinguished Service Cross.
- D.B.E.—Dame Commander of the Order of the Brit. Empire.
- B.D.—Bachelor of Divinity.
- C.B.—Commander of the Order of the Bath.
- F.R.C.P.—Fellow of the Royal College of Physicians.
- M.B.E.—Member of the Order of the British Empire.
- O.M.—Memb. of the Order of Merit.
- F.R.S.—Fellow of the Royal Society.
- F.R.C.S.—Fellow of the Royal College of Surgeons.
- F.R.G.S.—Fellow of the Royal Geographic Society.
- F.R.I.B.A.—Fellow of the Royal Institute of Brit. Architects.
- K.B.E.—Knight Commander of the Order of the Brit. Empire.
- G.B.E.—Knight Grand Cross of the Order of the Brit. Empire.
- G.C.B.—Knight Grand Cross of the Order of the Bath.
- G.C.V.O.—Knight Grand Cross of the Royal Victorian Order.
- K.G.—Knight of the Order of the Garter.
- L.R.A.M.—Licentiate of the Royal Academy of Music.
- R.A.—Royal Academician.
- I.S.O.—Imperial Service Order.

PROTECT

your Baby

How healthy will your boys or girls be when they grow up? The time to lay the groundwork for healthy adult life is during childhood. Play outdoors, in the fresh air and sunshine, is vital; so are good food, cleanliness and plenty of sleep. As an added safeguard, give them Lane's Emulsion.



LANE'S EMULSION IS NATURE'S HEALTH-GUARD THROUGH ALL THE YEARS OF CHILDHOOD



To be healthy and vigorous, all children need the vitamins and natural protective healthful elements absent from over-refined daily foods. For centuries, Cod Liver Oil has ever been recognized as a sole carrier of these necessary strengthening and building elements. It remained for Mr. E. G. Lane, of Oamaru, New Zealand, to solve the problem of making the oil really palatable and digestible. In addition he combined with it new elements which would enormously increase its therapeutic value. So it is that Lane's Emulsion puts the finishing touch on Nature's prescription, by offering the final essential elements

to you in a form that is of health—bringing them palatable, easily digested and efficient.

Lane's possesses the magic "hidden healer," therocal, which contains the precious medicinal virtues of Cod Liver Oil, and which is absent from artificial concentrates.



TAKE
NONE
BUT LANE'S



"FAMOUS
BECAUSE
IT'S GOOD"

**NEW
LIFE!**



**WHAT DOES
THIS PICTURE
STAND FOR?**

Lane's

EMULSION

**REJUVENATES
STRENGTHENS
VITALISES**



FAMOUS BECAUSE IT'S GOOD!